

Large businesses have big budgets for marketing and promotion and, as a result, people gravitate towards buying their products. What problems does this cause? What could be done to encourage people to buy local products?

The Advertising industry has become one of the inevitable parts of our modern world and it is often considered to be the key role of /in manufactures' success. These days, internationally well-known companies are taking over the market from their local counterparts with the help of vast advertisements. Before any solution can be found to promote locally unknown products, we need to concentrate on the contributing factors.

Multi-national corporations could take advantage of their power and huge budget to employ the latest marketing methods for promoting their brands. The more investment in this field, the higher the sell-sales and consequently the more income in return. This ever-growing loop makes the competition so intense for the local businesses as well as newly established startups. For instance, L'Oréal and Clinic which are two dominant brands in beauty industry allocates a huge amount of money annually in order to keep other competitors in their shadow. Furthermore, many buyers choose their needed items based on TV or other types of commercials which are publicized by their favorite celebrities. What this attitude has negatively brought about is promoting unhealthy habits that might threaten en the whole society specifically those at a young age; namely processed foods such as sausages and bacon s rather than locally produced organic foods.

Allocating budgets s, governments could support small businesses for the sake of both individuals and itself. Not only **would** this contribution **could** be spent on advertisement, but also it would be a brilliant opportunity to facilitate the process of export and open branches throughout the globe. What is more, raising public awareness about the benefits of such local manufacturers s could be highly beneficial **in that** many might not have knowledge about the existence of these produces especially the young generation. From my own experience, the vast majority of my citizens, Iranians, do not know enough about their country's handicrafts like fabrics and wooden or clay ornaments.

In brief, I believe that it is the governments' responsibility to provide a convenient situation for local companies to promote their products in various ways like developing tourism or long-term loans so that they could continue their work in this internationally competitive market.

353 word!